

# Media Release

**The Hon Philip Dalidakis MLC**

Minister for Trade and Investment  
Minister for Innovation and the Digital Economy  
Minister for Small Business  
Acting Minister for Tourism and Major Events  
Acting Minister for Sport  
Acting Minister for Veterans



Friday, 13 July, 2018

## PUTTING FANS FIRST DURING FOOTY FINALS

Footy fans will now have a fair go when buying tickets to this year's 2018 Toyota AFL Final Series after the Andrews Labor Government officially declared it a major event.

Acting Minister for Tourism and Major Events Philip Dalidakis joined AFL General Manager Clubs and Broadcasting Travis Auld at the MCG to announce the 2018 Toyota AFL Final Series and the 2019 ANZAC Day clash between Collingwood and Essendon as the first declared ticketed major events under the amended *Major Events Act 2009*.

The Labor Government is cracking down on ticket scalpers to help genuine sporting fans, theatre goers and music lovers access tickets for events on Victoria's packed events calendar without having to pay inflated prices.

The declaration will make it an offence to resell tickets, or advertise tickets for resale, to the AFL matches for more than 10 per cent above the face value purchase price. This will apply to all AFL Final Series, along with the Toyota AFL Grand Final which is an already a declared event, held in Victoria.

New authorised ticketing officers will support Victoria Police in enforcing the new laws and prosecuting ticket scalpers. Penalties can range from \$806 up to \$483,500 depending on the nature of the offence.

The Toyota AFL Grand Final is one of Melbourne's most prestigious sporting events, with last year's match drawing a crowd of over 100,000.

The *Major Events Act 2009* came into effect on 1 June 2018 after amendments to the *Major Sporting Events Act 2009* were passed in Parliament to cover cultural events as well as sporting events.

Major events generate \$1.8 billion for the Victorian economy per year and the importance of the sector is strongly recognised and supported by the Labor Government.

The Labor Government invested an additional \$4.5 million in the Major Events Fund in the *Victorian Budget 2018/19* to ensure our events calendar remains one of the most prestigious and most successful in the world.

For more information visit [economicdevelopment.vic.gov.au/fair-go-for-fans](http://economicdevelopment.vic.gov.au/fair-go-for-fans).

### Quotes attributable to Acting Minister for Tourism and Major Events Philip Dalidakis

*"Footy fans are fed up with ticket scalpers preventing them from attending their team's finals, but we're determined to ensure as many fans as possible get the chance to attend these blockbuster matches."*

*"By declaring the 2018 AFL Toyota Finals Series and the 2019 ANZAC Day match, we're sending a clear message to ticket scalpers that this unscrupulous behaviour will not be tolerated."*

### Quotes attributable to AFL General Manager Clubs and Broadcasting Travis Auld

*"We know fans are the lifeblood of our game and continually work to ensure the game is affordable and accessible to all."*

*"We're supportive of the Victorian Government's decision to declare the 2018 Toyota AFL Finals Series and the 2019 ANZAC Day match under the Major Events Act 2009 so footy fans have affordable access to these matches."*

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